

BILL NO. R-94-12-09

RESOLUTION NO. R-83-94

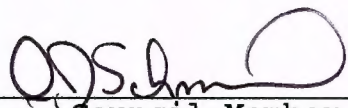
A RESOLUTION of the Common Council of the City of Fort Wayne, Indiana, approving the proposed budget of the Fort Wayne-Allen County Convention and Tourism Authority for the calendar year 1995.

WHEREAS, the Board of managers of the Fort Wayne-Allen County Convention and Tourism Authority has prepared and submitted to this body a proposed budget for the calendar year 1995, in accordance with the provisions of I.C. 36-10-8-8, which budget this body finds to be proper and acceptable.

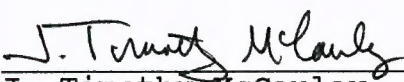
NOW, THEREFORE, BE IT RESOLVED BY THE COMMON COUNCIL OF THE CITY OF FORT WAYNE, INDIANA:

SECTION 1. That the proposed budget of the Fort Wayne-Allen County Convention and Tourism Authority for the calendar year 1995, as submitted to this Council on December 13, 1994, be and the same is hereby approved.

SECTION 2. That this Resolution shall be effective upon passage and approval by the Mayor.

  
Council Member

APPROVED AS TO FORM  
AND LEGALITY

  
J. Timothy McCaulay, City Attorney

**FORT WAYNE AND ALLEN COUNTY CONVENTION  
AND TOURISM AUTHORITY**

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**PROPOSED BUDGET FOR YEAR ENDING DECEMBER 31, 1995**

**CASH RECEIPTS**

ROOM TAX--NOTE A	\$2,050,000
INTEREST INCOME	\$ 50,000
BUILDING REVENUE	\$ 450,000
FOOD AND BEVERAGE	<u>\$ 190,000</u>

**TOTAL** **\$2,740,000**

**CASH DISBURSEMENTS**

**OPERATING EXPENDITURES:**

LEASE & OPERATING EXPENSES - SEE DETAILED SCHEDULE ATTACHED	\$2,334,000
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CONVENTION & VISITORS BUREAU-1% ROOM TAX - NOTE A	<u>\$ 400,000</u>
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**TOTAL** **\$2,734,000**

RECEIPTS IN EXCESS OF DISBURSEMENTS	\$ 6,000
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CASH AND INVESTED CASH AT BEGINNING OF YEAR--NOTE B	\$ 775,000
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LESS EXPENDITURES FROM CAPITAL REPAIR & REPLACEMENT FUND - NOTE B	\$ 50,000
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CASH AND INVESTED CASH AT END OF YEAR	\$ 731,000
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NOTE A--THE STATE LEGISLATURE APPROVED IN 1994 AN INCREASE IN THE HOTEL MOTEL ROOM TAX FROM 5% TO 6%. THE ADDITIONAL 1% IS DEDICATED TO THE CONVENTION AND VISITORS BUREAU, BUT PASSED THROUGH THE FORT WAYNE & ALLEN COUNTY CONVENTION & TOURISM AUTHORITY'S BUDGET FOR INSPECTION AND APPROVAL.

MONIES AVAILABLE TO THE CONVENTION & VISITORS BUREAU IN 1995 ARE APPROXIMATELY \$70,000 FROM ROOM TAX IN OCTOBER, NOVEMBER & DECEMBER OF 1994 AND \$330,000 FROM PROJECTED ROOM TAX IN 1995.

MONIES AVAILABLE TO THE FORT WAYNE & ALLEN COUNTY CONVENTION & TOURISM AUTHORITY IN 1995 ARE PROJECTED TO BE \$1,650,000 FROM 1995 ROOM TAX.

NOTE B--CASH AND INVESTED CASH IN 1994 TOTALED \$9,375,000. BECAUSE OF THE PURCHASE OF THE GRAND WAYNE CENTER IN 1994, \$8,600,000 OF THIS MONEY WAS APPLIED TO THE PURCHASE LEAVING A BALANCE OF \$775,000 AS OF DECEMBER 31, 1994. THE BALANCE OF \$775,000 INCLUDES MONIES DEDICATED BY THE AUTHORITY INTO A CAPITAL REPAIR & REPLACEMENT FUND. THIS FUND TOTALED \$142,000 AS OF DECEMBER 31, 1994. IN 1995, \$50,000 OF THIS MONEY WILL BE USED FOR CAPITAL REPAIRS.



FORT WAYNE AND ALLEN COUNTY CONVENTION  
AND TOURISM AUTHORITY

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PROPOSED BUDGET FOR OPERATING EXPENSES  
FOR THE YEAR ENDING DECEMBER 31, 1995

PERSONAL PROPERTY LEASE/PURCHASE AGREEMENT		\$ 596,000
PAYROLL:		
SALARIES AND WAGES	\$745,000	
FRINGE BENEFITS AND TAXES	\$178,000	\$ 923,000
UTILITIES AND TELEPHONE		\$ 220,000
ADVERTISING AND PROMOTION:		
ADVERTISING	\$170,000	
CONVENTION BUREAU	\$125,000	\$ 295,000
PROFESSIONAL SERVICES	\$ 50,000	
INSURANCE	\$ 60,000	
OFFICE SUPPLIES, POSTAGE AND RENTALS	\$ 25,000	
MAINTENANCE SUPPLIES AND REPAIRS	\$ 60,000	
SERVICE CONTRACTS	\$ 70,000	
MISCELLANEOUS	\$ 5,000	\$ 270,000
CAPITAL EQUIPMENT		\$ 30,000
TOTAL OPERATING EXPENSES		\$2,334,000

STATE OF INDIANA       )  
                              )   SS:  
COUNTY OF ALLEN       )

CARLENE SAMCZYK AND PAUL SHAFFER, VICE PRESIDENT AND TREASURER, RESPECTIVELY, OF THE FORT WAYNE-ALLEN COUNTY CONVENTION AND TOURISM AUTHORITY, BEING FIRST DULY SWORN, REPRESENT THAT AT A MEETING DULY CALLED, THE FORT WAYNE-ALLEN COUNTY CONVENTION AND TOURISM AUTHORITY APPROVED THE WITHIN DESCRIBED BUDGET FOR THE AUTHORITY FOR THE YEAR COMMENCING JANUARY 1, 1995 AND ENDING DECEMBER 31, 1995.

  
CARLENE SAMCZYK

  
PAUL E. SHAFFER

SUBSCRIBED AND SWORN TO BEFORE ME, A NOTARY PUBLIC IN AND FOR  
SAID COUNTY AND STATE, THIS \_\_\_\_\_ DAY OF DECEMBER, 1995

MY COMMISSION EXPIRES:  
\_\_\_\_\_  
PUBLIC

\_\_\_\_\_  
NOTARY  
RESIDENT OF ALLEN COUNTY, INDIANA

DETAIL BREAKDOWN OF GENERAL ACCOUNTS  
GRAND WAYNE CENTER  
1995 BUDGET

EXPENSES

<u>PERSONAL PROPERTY LEASE PURCHASE AGREEMENT</u>		\$596,000
<u>CONVENTION AND VISITORS BUREAU</u>		\$125,000
<u>ADVERTISING AND PROMOTION</u>		
Advertising	\$130,000	
Promotion	\$ 10,000	
Travel	\$ 25,000	
Misc.	<u>\$ 5,000</u>	
		\$170,000
<u>PROFESSIONAL SERVICES</u>		
Accountant	\$ 15,000	
Attorney	\$ 20,000	
Security	\$ 3,000	
Insurance	\$ 4,000	
Misc.	<u>\$ 8,000</u>	
		\$ 50,000
<u>OFFICE EQUIPMENT, RENTALS AND SUPPLIES</u>		
Office Equipment & Supplies	\$ 10,000	
Rentals	\$ 3,000	
AV Supplies	\$ 7,000	
Postage	\$ 4,000	
Misc.	<u>\$ 1,000</u>	
		\$ 25,000
<u>REPAIR AND MAINTENANCE</u>		
Repair	\$ 35,000	
Maintenance Supplies	<u>\$ 25,000</u>	
		\$ 60,000
<u>SERVICE CONTRACTS</u>		
HVAC	\$ 10,000	
Elevator/Escalator	\$ 13,000	
Computer	\$ 7,000	
Electronic Sign	\$ 5,000	
Other (window wash, carpet cleaning, trash removal, snow removal, service contract on radios, time clocks, sprinkler systems, etc.)	<u>\$ 35,000</u>	
		\$ 70,000

UTILITIES

Electric	\$160,000
Gas	\$ 40,000
Water	\$ 10,000
Telephone	<u>\$ 10,000</u>

\$220,000

INSURANCE

\$ 60,000

MISC

\$ 5,000

SALARIES AND WAGES

Full Time Salaried	\$448,950
Full Time Hourly	\$149,552
Part Time Hourly	\$146,498

\$745,000

FRINGES

FICA	\$ 57,000
PERF	\$ 33,000
Health Insurance	\$ 78,000
Other (Futa, Suta, Etc.)	<u>\$ 10,000</u>

\$178,000

CAPITAL EQUIPMENT

\$ 30,000

## TOTAL EXPENDITURES

\$2,334,000

REVENUEROOM TAX

\$1,650,000

INTEREST INCOME

\$ 50,000

RENTAL

\$ 450,000

FOOD AND BEVERAGE

\$ 190,000

## TOTAL REVENUE

\$2,340,000



Read the first time in full and on motion by Schmidt, seconded by \_\_\_\_\_, and duly adopted, read the second time by \_\_\_\_\_ title and referred to the Committee on Finance (and the City Plan Commission for recommendation) and Public Hearing to be held after due legal notice, at the Common Council Conference Room 128, City-County Building, Fort Wayne, Indiana, on \_\_\_\_\_, the \_\_\_\_\_ day of \_\_\_\_\_, 19\_\_\_\_, at \_\_\_\_\_ o'clock \_\_\_\_\_ M., E.S.T.

DATED: 12-13-94

Sandra E. Kennedy  
SANDRA E. KENNEDY, CITY CLERK

Read the third time in full and on motion by \_\_\_\_\_, seconded by \_\_\_\_\_, and duly adopted, placed on its passage.  
PASSED LOST by the following vote:

	AYES	NAYS	ABSTAINED	ABSENT
TOTAL VOTES	<u>5</u>			<u>4</u>
BRADBURY				<u>✓</u>
EDMONDS	<u>✓</u>			
GiaQUINTA	<u>✓</u>	<u>✓</u>		
HENRY				<u>✓</u>
LONG				<u>✓</u>
LUNSEY	<u>✓</u>			
RAVINE				<u>✓</u>
SCHMIDT	<u>✓</u>			
TALARICO	<u>✓</u>			

DATED: 12-20-94

Sandra E. Kennedy  
SANDRA E. KENNEDY, CITY CLERK

Passed and adopted by the Common Council of the City of Fort Wayne, Indiana, as (ANNEXATION) (APPROPRIATION) (GENERAL)

(SPECIAL) (ZONING) ORDINANCE RESOLUTION NO. Q-83-94  
on the 20<sup>th</sup> day of December, 1994

ATTEST:

(SEAL)

Sandra E. Kennedy  
SANDRA E. KENNEDY, CITY CLERK

Samuel J. Talarico  
PRESIDING OFFICER

Presented by me to the Mayor of the City of Fort Wayne, Indiana, on the 21<sup>st</sup> day of December, 1994, at the hour of 10:30 o'clock A M., E.S.T.

Sandra E. Kennedy  
SANDRA E. KENNEDY, CITY CLERK

Approved and signed by me this 22<sup>d</sup> day of December, 1994, at the hour of 10:40 o'clock PA M., E.S.T.

PAUL HELMKE  
PAUL HELMKE, MAYOR

CONVENTION and  
VISITORS BUREAU



FORT WAYNE  
ALLEN COUNTY

TO: Council Members

FR: David Bobilya, President, CVB  
Dan O'Connell, Executive Director

DT: December 1, 1994

Q-94-12-09

The amended Innkeepers Tax state law dedicates 1/6th of new funds to the CVB. These funds must be outlined in a budget, reviewed by the publicly appointed Convention & Tourism Authority, then submitted to the Council for final allocation.

Attached is the 1995 Convention & Visitors Bureau budget which has been reviewed and approved by both our Board, and the Authority.

The CVB secured the services of the national tourism consulting firm of Cumings/McNulty Marketing to design a strategic marketing plan for using the new 1% innkeepers tax funds.

The consultants had several recommendations, foremost being to add staff to give muscle to all sales efforts. They are:

- |                                     |                                 |
|-------------------------------------|---------------------------------|
| a) Tourism and Communication Mgr.   | c) Tourism/Membership Assistant |
| b) Membership and Publications Mgr. | d) Convention Sales Assistant   |

Tax proceeds collected in 1994 will be used for:

- |                                     |                                |
|-------------------------------------|--------------------------------|
| a) computers and software upgrade   | c) sales video for conventions |
| b) furniture/fixtures for new staff | d) destination planner's guide |

The marketing strategy also includes additional dollars be budgeted for increased advertising and promotion into these areas:

- |                      |                           |
|----------------------|---------------------------|
| a) Leisure travelers | c) Public awareness       |
| b) Motorcoach groups | d) Membership development |

We deeply appreciate the Council's past support of tourism. Our marketing and sales programs will increase visitor's spending from conventions, trade shows and leisure markets for everyone's benefit.

Encl. 1995 CVB Budget of Revenues and Expenses



DIGEST SHEET

TITLE OF ORDINANCE RESOLUTION

DEPARTMENT REQUESTING ORDINANCE FORT WAYNE - ALLEN COUNTY

CONVENTION AND TOURISM AUTHORITY

SYNOPSIS OF ORDINANCE APPROVING THE 1995 PROPOSED BUDGET OF THE  
FORT WAYNE - ALLEN COUNTY CONVENTION AND TOURISM AUTHORITY.

EFFECT OF PASSAGE ALLOWING THE AUTHORITY TO OPERATE PER THE  
ATTACHED 1995 BUDGET.

EFFECT OF NON-PASSAGE THE AUTHORITY COULD NOT OPERATE.

MONEY INVOLVED (DIRECT COSTS, EXPENDITURES, SAVINGS) \_\_\_\_\_

ASSIGNED TO COMMITTEE (PRESIDENT) \_\_\_\_\_



# Fort Wayne/Allen County Convention & Visitors Bureau

## Revenues & Expense Budget

REVENUES	FY 1994	FY 1995
Room Tax		
1994 funds	\$ 0	\$ 100,000
1995 funds	0	300,000
Sponsors:		
Grand Wayne	150,000	125,000
Memorial Coliseum	35,000	35,000
Chamber of Commerce	35,000	0
Membership & Grants	60,000	60,000
Projects, interest, sales	<u>25,000</u>	<u>17,500</u>
<b>TOTAL REVENUES</b>	<b>\$ 305,000</b>	<b>\$ 637,500</b>
 PERSONNEL EXPENSES (39%)		
Salaries, wages, taxes,	\$ 145,255	\$ 244,700
 PROMOTIONAL EXPENSES (34%)		
Advertising & Promotions	45,855	129,920
Convention services	3,300	7,150
Dues and affiliations	4,000	6,480
Printing	30,000	52,030
Travel & entertainment	11,000	19,825
 OPERATING EXPENSES (18%)		
Visitor Center/offices ops	41,360	60,545
Education & training	1,200	7,300
Membership programs	6,500	13,950
Postage	11,400	15,200
Telephone	7,400	14,000
 CAPITOL EXPENDITURES (9%)		
(One time expenditures)		
Promotion Videos		15,650
Destination Planners Guide		12,000
State Grant	25,000	-
Upgrade computers system	0	13,500
Office furniture & fixtures	<u>0</u>	<u>15,250</u>
<b>TOTAL EXPENSES:</b>	<b>\$ 332,270</b>	<b>\$ 630,000</b>

BILL NO. R-94-12-09

REPORT OF THE COMMITTEE ON  
FINANCE  
CLETUS R. EDMONDS - DONALD J. SCHMIDT - CO-CHAIR  
ARCHIE L. LUNSEY  
DAVID C. LONG

WE, YOUR COMMITTEE ON FINANCE TO WHOM WAS

REFERRED AN (~~ORDINANCE~~) (RESOLUTION) of the Common Council of the  
City of Fort Wayne, Indiana, approving the proposed budget of the Fort Wayne-  
Allen County Convention and Tourism Authority for the calendar year 1995

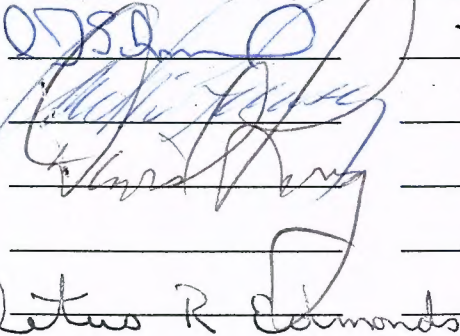
HAVE HAD SAID (~~ORDINANCE~~) (RESOLUTION) UNDER CONSIDERATION  
AND BEG LEAVE TO REPORT BACK TO THE COMMON COUNCIL THAT SAID  
(~~ORDINANCE~~) (RESOLUTION) \_\_\_\_\_

DO PASS

DO NOT PASS

ABSTAIN

NO REC

0580  
  
Cletus R. Edmonds

DATED:

Sandra E. Kennedy  
City Clerk